



Oregon Trail Electric Cooperative

State: OR

Co-op Champion(s): Lea Hoover

Research and Member Insights:

2025 ACSI Score(s) Provided Through Your Membership

2024 ACSI Score(s) Provided Through Your Membership

2023 ACSI Score(s) Provided Through Your Membership

2022 ACSI Score(s) Provided Through Your Membership

ACSI Recognition (debuted in 2023): 2023; 2024

Online Focus Group Participation: Young Adult Members

- Launched new website highlighting Touchstone Energy's robust Cooperative Performance and Research portfolio: www.CooperativeAdvantage.coop
- Launched brand-new **Cooperative Advantage Report** providing a no cost opportunity for co-ops to gauge member satisfaction and to identify and prioritize methods to enhance satisfaction.
- Released Online focus group reports on:
 - Electricity Demand
 - Billing and Outage Communications
 - Rates and Member Communications
 - Young Families
 - Renewable Energy
 - Electric Vehicles/Charging Stations

Web Services

Your SHiNE Site(s): <https://otec.coop/>

- Entirely new web platform launched in May 2024 with user friendly interface, enhanced layouts and graphic options, and expanded design and site build support
- Optional Web Content Support services to maintain your website
- In depth Analytic reporting available to SHiNE Co-ops
- New Employee or Statewide Directory module
- Custom rate calculators available for all SHiNE Co-ops

Advertising and Communications Resources

Your employees took advantage of Touchstone Energy's membership in the Association of National Advertisers (ANA) providing access to marketing and communications experts, conferences and materials at no cost.

44 Creative Animations that can be branded to your co-op

- Cooperative Difference & Core Values - 7 animations
- Go Electric! - Beneficial Electrification
 - Smart Devices 101 – Heat Pump
 - Smart Devices 101 – Smart Speaker
 - Saving with Electric Appliances
 - Heat Pump - Ground Source
 - Heat Pump - Air Source
- Broadband – 5 animations
- Energy Efficiency
 - Renters

- Save with LEDs
- Power Restoration (Hurricane)
- Road Safety: Downed Power Lines
- Safety- 6 animations
- Solar Power– 3 animations
- Summer & Winter Storm Tips –7 animations
- Wildfire Risk & Mitigation Best Practices
- Electric Bill Explained
- Demand Charge
- Generator Safety Tips – 3 animations
- **Coming soon: Flood Safety and Solar Power Considerations**

11 Complete Campaigns that you can customize with your branding and name in the voice over

- *Connected*: Reliable energy that powers the community
- *Community- Where We Live*: Co-ops live in the communities they serve
- *Safety Runs Through Everything*: Safety is a priority
- *We've Got You*: Focuses on reliability and trust
- *Smarter*: Beneficial Electrification message
- *Powering On*: Focuses on Commitment to Community
- *Serving You*: The cooperative provides value beyond energy
- *We Never Stop*: Co-ops are always there for members
- *Powerful*: Cooperative Difference messaging
- *What Lies Ahead*: Co-ops are positioned for the future
- *The Human Connection*: Co-ops focus on personal interactions
- **COMING THIS NOVEMBER: *The Cooperative Advantage***

30 New Member-Owner Informational Resources

- **28 new Questline articles, infographics, and videos** (added to our database of more than 200) addressing seasonally relevant topics and titles revolving around efficiency, technology, and safety. Content is updated monthly and available for linking and sharing via your website or social media.
- **Two new member-owner printable fact sheets** on “Residential Generators” and “Commercial Generators” available in Spanish and English

Co-op Staff Professional Development Offerings

Total LinkedIn Learning Licenses Available to Your Co-op: 60

Licenses In Use: 45

Learning Video Views in the last 12 Months: 1810

Service Excellence Training Participation: 4

- Total of 6,950 active Touchstone Energy LinkedIn Learning licenses across the network yielding 352,371 video courses taken in 2024 and YTD 2025.
- 3,208 Co-op employees trained through the Service Excellence program in 2024 and YTD 2025.
- Seven webinars hosted with Questline Digital in 2024 and YTD 2025:
 - Energy Efficiency for Commercial Customers
 - Using AI in Predictive Maintenance
 - Best Practices in Energy Management
 - Energy Efficiency for Commercial Customers
 - Smart Data: How to Better Manage Your Facility
 - Energy Management Systems for Small Business
 - Utility Key Account Manager Training: Success Strategies

Member Engagement Services

Touchstone Energy Social: Yes

Lands' End Store Front (20% discount on merchandise and logos):

<https://business.landsend.com/store/oregontrailelectric>

Touchstone Energy Leadership: Member Engagement Committee, Business Development Committee

Touchstone Energy offers members an array of unique and valuable member engagement resources from mascots and hot air balloons to pre-paid credit cards and Social Media support that helps co-ops engage and build loyalty among their member-owners.

Leadership

Your Co-ops Leadership Participation: Member Engagement Committee, Business Development Committee

Touchstone Energy Cooperative is member led. We have nearly 100 cooperative employees engaged on our Board, Regional Member Committee and four Advisory Committees. Everything we do is directed by the needs and interests of our membership.

Maximizing Your Touchstone Energy Member Value

Take these simple steps to ensure strong value from your Touchstone Energy membership:

Take advantage of the Branded Pre-Paid credit card program to get your logo on cards for member incentives, employee bonuses, and even capital credits. And get 1-3% of your total disbursed payments back in an annual rebate.

Customize our professional ads and social media content with your co-op's branding and name to save on production costs and leverage proven messaging and graphics.

For more information or to begin expanding your Touchstone Energy Value, contact:

Sandy Flores at 703-907-5640 or Sandy.Flores@nreca.coop